

PWYLLGOR CRONFA ELUSENNOL CHARITABLE FUNDS COMMITTEE

DYDDIAD Y CYFARFOD: DATE OF MEETING:	28 November 2022
TEITL YR ADRODDIAD: TITLE OF REPORT:	Hywel Dda Health Charities Strategy 2023/28
CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:	Mandy Rayani, Director of Nursing, Quality and Patient Experience
SWYDDOG ADRODD: REPORTING OFFICER:	Nicola Llewelyn, Head of Hywel Dda Health Charities

Pwrpas yr Adroddiad (dewiswch fel yn addas) Purpose of the Report (select as appropriate)

Ar Gyfer Trafodaeth/For Discussion

ADRODDIAD SCAA SBAR REPORT

Sefyllfa / Situation

The Hywel Dda Health Charities (HDdHC) three-year plan, approved by the Charitable Funds Committee (CFC) in March 2020, covers a three-year period (April 2020 to March 2023).

This report provides the CFC with a summary of the proposed strategic objectives for HDdHC from April 2023. The CFC is requested to discuss the proposed objectives to enable operational work plans to be developed, in the context of the strategic objectives, for consideration by the CFC in March 2023.

Cefndir / Background

The current HDdHC three-year plan was developed in response to priorities identified during a workshop held in December 2019 with CFC members on the future direction of the charity and its operations.

The plan set out three key objectives for the charity:

1. Income: Increase our income levels by 10% on an annual basis from April 2020 to March 2023.
2. Expenditure: Increase our charitable expenditure by 15% on an annual basis from April 2020 to March 2023.
3. Communications: Increase our charity's profile and raise awareness of the positive difference we make.

Progress against the charity's current objectives is reported to the CFC on a quarterly basis via the Integrated Performance Report and the Planning Objectives (PO) Update Report.

Asesiad / Assessment

The CFC has made a notable investment in the charity's support functions in recent years to support key areas of work. This investment has provided much needed resources on both a

strategic and operational level and the impact of this investment can be demonstrated in the charity's performance. Firm foundations have been laid to move the charity forward and realise its potential to generate income for the benefit of patients, service users and staff across the Hywel Dda region.

Three strategic objectives for HDdHC are proposed from April 2023 to provide a clear focus and direction for the charity (summary is attached at Appendix 1):

1. Making a difference: Funding services and activities above and beyond what the NHS can provide.
2. Fundraising and communications: Stabilising our income levels and conveying the impact of our work.
3. Maximising the contribution: Making the best use of our resources to maximise our impact.

The operational work plans to be developed, in the context of the strategic objectives, will be focused on raising and distributing funds to make a positive difference to the health, wellbeing and experience of patients, service users and staff across Hywel Dda University Health Board (HDdUHB). These work plans will be submitted for consideration by the CFC in March 2023.

Argymhelliad / Recommendation

The Committee is asked to discuss the proposed strategic objectives so that operational work plans can be developed, in the context of the objectives, for consideration by the CFC in March 2023.

Amcanion: (rhaid cwblhau) Objectives: (must be completed)	
Committee ToR Reference: Cyfeirnod Cylch Gorchwyl y Pwyllgor:	3.3 To receive an assurance on delivery against relevant Planning Objectives aligned to the Committee, in accordance with Board approved timescales, as set out in HDdUHB's Annual Plan.
Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol: Datix Risk Register Reference and Score:	Not Applicable
Safon(au) Gofal ac Iechyd: Health and Care Standard(s):	Governance, Leadership and Accountability
Amcanion Strategol y BIP: UHB Strategic Objectives:	All Strategic Objectives are applicable
Amcanion Cynllunio Planning Objectives	2E Evidencing impact of charitable funds
Amcanion Llesiant BIP: UHB Well-being Objectives:	9. All HDdUHB Well-being Objectives apply

Gwybodaeth Ychwanegol: Further Information:	
Ar sail tystiolaeth: Evidence Base:	Not applicable
Rhestr Termiau:	Explanation of terms is included within the report

Glossary of Terms:	
Partion / Pwyllgorau â ymgynhorwyd ymlaen llaw y Pwyllgor Cronfa Elusennol: Parties / Committees consulted prior to Charitable Funds Committee:	Not applicable

Effaith: (rhaid cwblhau) Impact: (must be completed)	
Ariannol / Gwerth am Arian: Financial / Service:	Not applicable
Ansawdd / Gofal Claf: Quality / Patient Care:	Not applicable
Gweithlu: Workforce:	Not applicable
Risg: Risk:	Not applicable
Cyfreithiol: Legal:	Not applicable
Enw Da: Reputational:	Not applicable
Gyfrinachedd: Privacy:	Not applicable
Cydraddoldeb: Equality:	Not applicable

Our mission

To raise and distribute funds to make a positive difference to the health, wellbeing and experience of patients, service users and staff across Hywel Dda University Health Board.

Our values



Working together to be the best we can be:

Supporting the University Health Board to drive excellence in care



Striving to deliver and develop excellent services:

Allocating funds to improve and enhance local healthcare



Putting people at the heart of everything we do:

Improving patient and staff experiences

Our focus



Patient experience:

Enhancing the patient experience throughout the whole care and treatment journey



Staff experience:

Supporting the wellbeing and professional development of University Health Board staff



Innovation:

Encouraging and supporting innovation and excellence in the delivery of healthcare

Strategic objectives 2023–2028

1. Making a difference: Fund services and activities above and beyond what the NHS can provide

We will...	In order to...
Fund initiatives to enhance the patient experience throughout the whole care and treatment journey	Improve experiences and health outcomes for patients within our hospitals and local communities
Fund initiatives to support the wellbeing and professional development of University Health Board staff	Develop a motivated and sustainable healthcare workforce
Encourage and fund innovation in the delivery of healthcare across the University Health Board	Improve health outcomes within our hospitals and local communities across mid and west Wales
Support the University Health Board's ambition to shift from a health service that just treats illness to one that keeps people well, prevents ill-health or worsening of ill health	Promote wellbeing within our local communities and create a more sustainable health service

2. Fundraising and communications: Stabilise our income levels and convey the impact of our work

We will...	In order to...
Offer a variety of fundraising opportunities for those who want to help us achieve our charitable objectives	Motivate and encourage more people to support our charity
Ensure that all our donors are well supported and connected to our mission	Create long-term and meaningful relationships with our supporters who will continue to support our cause
Tell the stories of what we fund and the positive impact this has	Raise our profile and enhance brand awareness across mid and west Wales
Build stronger working relationships with staff at all levels across the University Health Board so that staff have a clear understanding of the charity and the role they play in its success	Increase staff engagement, fundraising and levels of charitable expenditure

3. Maximising the contribution: Make the best use of our resources to maximise our impact

We will...	In order to...
Collect, review and analyse a wide range of quantitative and qualitative data to monitor and review our performance	Understand how we are progressing, inform future development, and demonstrate the added value of our work
Be proactive and adaptive to the ever-changing factors and influences that impact our work	Raise and distribute funds to achieve our charitable objectives
Be thoughtful in the way we approach the management of our investment portfolio, ensuring we balance risk and returns and embed responsible investment principles in our approach	Achieve our charitable objectives, both now and in the future